Promoting *e*Government

Eastern Kentucky University's Initiative

EASTERN KENTUCKY
UNIVERSITY

OBOD Overview

Mission Statement

To accelerate the expansion of sustainable broadband access and adoption in the Commonwealth by determining the characteristics of broadband availability and use in Kentucky, and promoting the value of broadband to improve the lives of citizens.

Role

- **Broadband advocacy and advisor in Frankfort**
- **Establish state-wide broadband direction and policy**
- **Facilitate access to broadband resources**

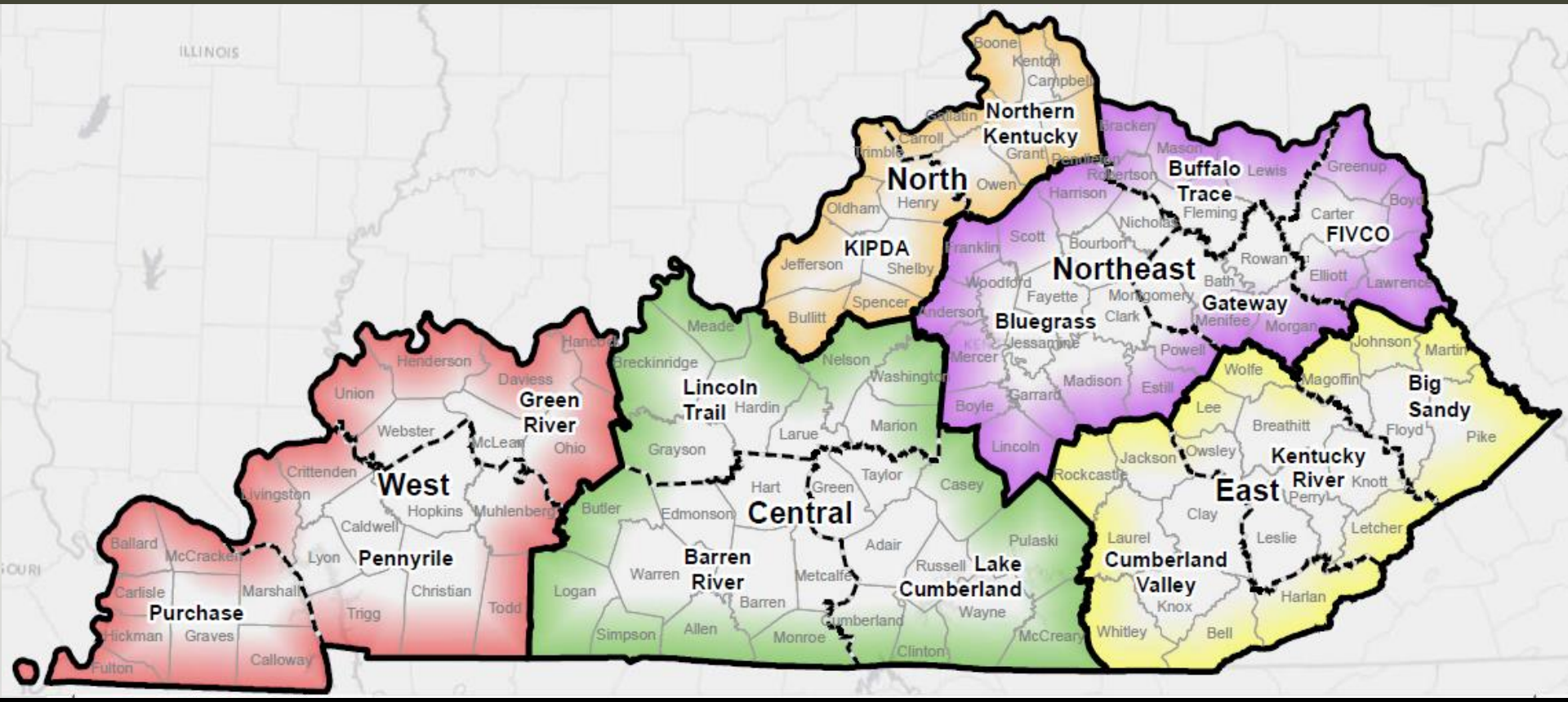
OBOD Overview
Strategic Plan

I. Work toward improving adoption rates and utilization
II. Improve trends in the growth of broadband adoption
III. Reduce the number of citizens that currently see no value in broadband
IV. Work toward improving content provision
V. Promote "Customer Demand" as a key benefit and encouragement for infrastructure providers to extend "Farther, Faster"

COMMONWEALTH OFFICE OF BROADBAND OUTREACH AND DEVELOPMENT
Promoting a 21st century economy

OBOD Planning Regions

Baker



*e*Government & Website Improvement

Eastern Kentucky University's Initiative

EASTERN KENTUCKY UNIVERSITY

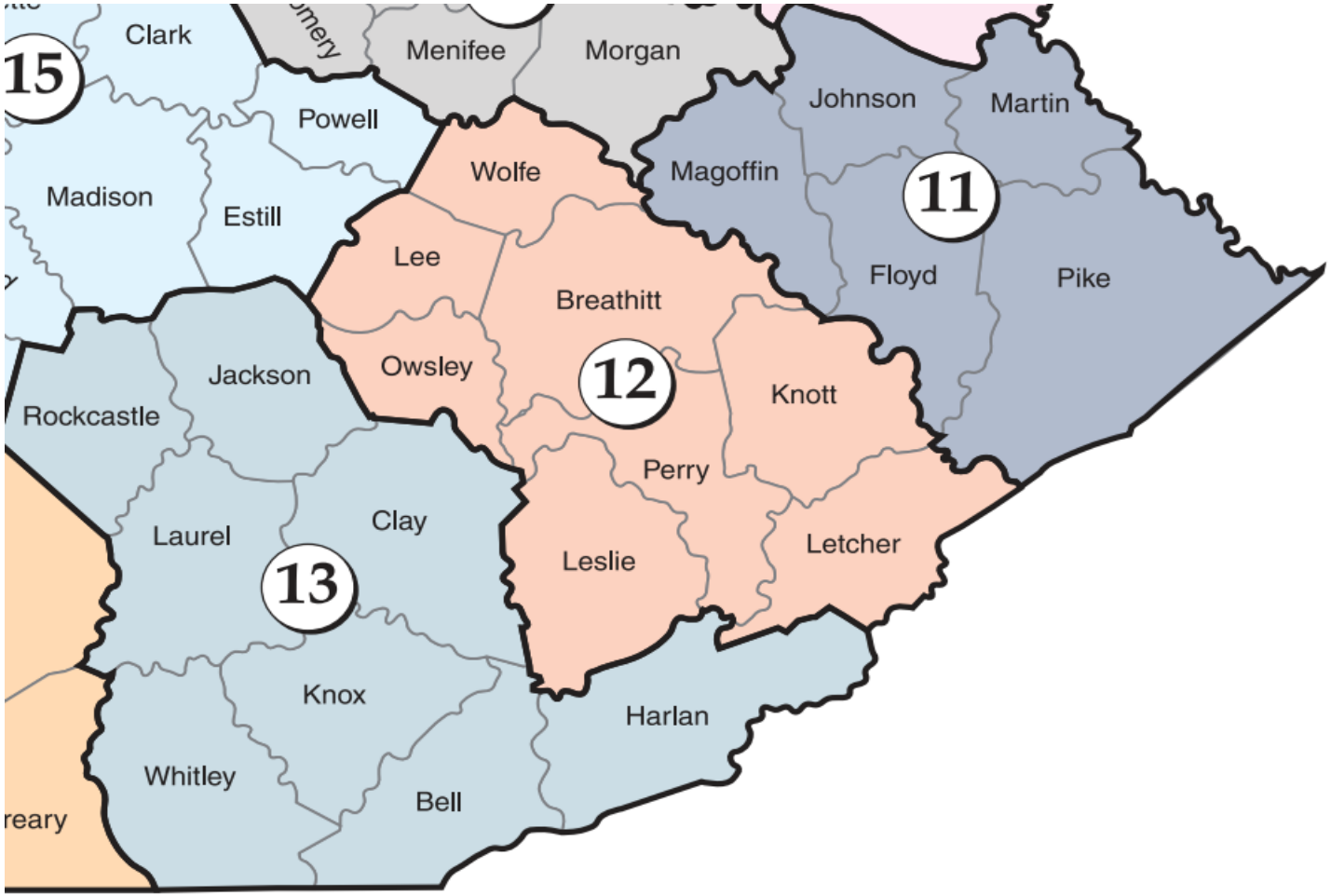
Goals of the Project

City and County Government Website Improvement and use of Broadband

- Building regional leadership capacity
- Promoting of *e*Government services:
  - Online Bill Payment
  - Citizen/Community Communication
  - Property Databases for Communities
- Improvement of local government websites to showcase community assets and improve the flow of information to citizens

Focus of the Project

Geographic Area: Cities and Counties in Big Sandy (11), Kentucky River (12), and Cumberland Valley (13) Area Development Districts



Focus of the Project

Types of Users --

- City and County Government
- Utility Districts
- Area Development Districts
- Employment Programs
- Economic Development Officials

Potential for Broadband Expansion

- More local government transactions online improves citizen access -- demand in the community will drive greater broadband service
- Better government websites chelp local government realize the broadband value
- Strong web presence in communities attracts new residents and visitors driving demand for access to broadband services

OBOD Overview
More Online Information

More information available online:

- **Kentucky's Broadband Mapping Initiative**
  http://www.broadband.ky.gov
- **Kentucky's Broadband Mapping Viewer**
  http://www.bakerbb.com/kybroadbandmapping/
- **Kentucky @ Work Broadband Page**
  http://kentuckyatwork.ky.gov/Pages/Broadband.aspx
- **The US Broadband Plan**
  http://www.broadband.gov/
- **The US Broadband Map (and Data Sets)**
  http://broadbandmap.gov/
- **Broadband Mapping & Community Search Tool**
  http://broadbandsearch.sc.egov.usda.gov/DefaultARRA.aspx?program=ARRA
- **US FCC Broadband Opportunities Page**
  http://wireless.fcc.gov/outreach/index.htm?job=broadband_home
- **And, our interactive Facebook Page**
  http://www.facebook.com/KentuckyBroadband

Or through our office:

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Questions